Review of Literature
CHAPTER II

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REVIEW OF RELATED LITERATURE

2.0 INTRODUCTION

An essential aspect of any research project is the review of related literature. Review of literature includes theoretic discussions, reviews of the status of knowledge by authorities, description and evaluation of current practices. The literatures in any field forms the foundation upon which all future work will be built.

Scanning of relevant research reports guide a researcher in the right direction highlighting the synthesized collection of previous studies which helps the researcher to probe into neglected areas which need more contribution. Further, the review of related research enables the researcher to get to the frontier in the field of his/her problem. Until the researcher has learnt what others have done and what still remains to be done in his area, he/she cannot develop a research project that will contribute to furthering knowledge in this field. It makes the researcher aware of the research possibilities that have been overlooked.

A study of literature relevant to the present study has thrown light upon the intricacies of the problem. It has been helpful in planning and carrying out the present investigation in a methodological way. The studies are presented in a logical arrangement to add more clarity to the concept under study.

2.1 STUDIES RELATED TO GENERAL ASPECTS OF BLOGGING

EXPLORING THE ROLE OF THE READER IN THE ACTIVITY OF BLOGGING

Within the last decade, blogs have become an important element of popular culture, mass media, and the daily lives of countless Internet users. Despite the medium’s interactive nature, most research on blogs focus on either the blog itself or the blogger, rarely if at all focusing on the reader’s impact. In order to gain a better understanding of the social practice of blogging, we must take into account the role, contributions, and significance of the reader. The study presents the findings of a qualitative study of blog readers, including common blog reading practices, some of the dimensions along which reading practices vary, relationships between identity presentation and perception, the
interpretation of temporality, and the ways in which readers feel that they are a part of the blogs they read. It also describes similarities and discrepancies with previous work, and suggests a number of directions and implications for future work on blogging. (Eric Baumer, Mark Sueyoshi and Bill Tomlinson)

**BLOGS@ ANYWHERE: HIGH FIDELITY ONLINE COMMUNICATION**

James Farmer & Anne Bartlett - Bragg, 2005 proved that since early 2001 several institutions and many individual teachers have incorporated blogging in their online pedagogical strategies. Blogs and their associated technologies are arguably heralding the most significant technological development in online teaching and learning since the introduction of enterprise level of Learning Management Systems (LMS). The development is all more significant as a result of communication dynamics inherent within blog technologies where as LMS stores presents all information on a centralized and hierarchical basis, bound within the subject and organization, blogs are distributed, aggregated, open and independent. Through the use of blogs, it is suggested that teachers and learners are becoming empowered, motivated and reflective in new knowledge environments. This study also includes brief review of some of the institutional and individual blog projects that are taking place in higher education. It also examines different types of blog environments that are being used in terms of their communication dynamics and subsequent impact upon teachers, learners and pedagogy.

**GENDER, IDENTITY AND LANGUAGE USE IN TEENAGE BLOGS**

The study examines the issues of online identity and language use among male and female teenagers (ages 13 - 17) who created and maintained weblogs i.e., personal journals created by individuals and made publicly accessible on the Internet. Online identity and language use was examined by the disclosure of personal information, sexual identity, emotive features, and semantic themes. Male and female teenagers presented themselves similarly in their blogs, revealing personal information such as their real names, ages, and locations. The results suggest that teenagers stay closer to reality in their online explorations of self than has previously been suggested, and that these explorations involve common issues, such as learning about their sexuality, that occur during the adolescent years. (David A., Huffaker and Calvert S.L., 2005)
GENDER AND GENRE VARIATION IN WEBLOGS

A relationship among language, gender, and discourse genre has been observed in informal, spoken interaction and formal, written texts. The study investigates the language/gender/genre relationship in weblogs, a popular new mode of computer-mediated communication (CMC). Taking as the dependent variables stylistic features identified in machine learning research, a multivariate analysis was conducted of entries from random weblogs in a sample balanced for author gender and weblog sub-genre (diary or filter). The results show that the diary entries contained more 'female' stylistic features, and the filter entries more 'male' stylistic features, independent of author gender. These findings problematize the characterization of the stylistic features as gendered, and suggest a need for more fine-grained genre analysis in CMC research. At the same time, it is observed that conventional associations of gender with certain spoken and written genres are reproduced in weblogs, along with their societal valuations. (Susan C. Herring and John C. Paolillo, 2006)

ROLE OF AUTHOR IN TOPICAL BLOGS

The study presents the role an author plays in the construction of topical blogs, in particular focusing on how blog authors make decisions about what to post and how they judge the quality of posts using a qualitative analysis tool and interviews with each participant. Results suggest that authors of topical blogs often do not create but strive to, often follow journalistic conventions, use the content of their blogs as a reference tool for other work practices, and are connected as a community by set of source documents. Results also show that instant messaging is useful as an interview medium when questions are centered on online content. (Scott carter, 2005).

BRIDGING THE GAP: A GENRE ANALYSIS OF WEBLOGS

The paper presents the results of content analysis of 203 randomly-selected weblogs, comparing the empirically observable features of the corpus with popular claims about the nature of weblogs, and finding them to differ in a number of aspects. Notably, blog authors, journalists and scholars alike exaggerate the extent to which blogs are interlinked, interactive and oriented towards external events, and under-estimate the importance of blogs as individualistic, intimate forms of self-expression. Based on the
profile generated by the empirical analysis, the researcher considers the likely antecedents of the blog genre, situated with a respect to the dominant forms of digital communication on the Internet today, and advance predictions about its long-term impacts. (Susan Herring, Lois Ann Scheidt, Sabrina Bonus, Elijah Wright, 2004).

**STUDENTS’ PERCEPTION OF USING BLOGS AS A TOOL FOR REFLECTION AND COMMUNICATION**

The advancement of technologies create new opportunities for learning, teaching and assessment. Here blogs were used to promote tutor-student and student-student communication on an undergraduate course on computer applications. Results from a questionnaire survey show that students consider the act of writing a journal helped them to consolidate class instruction. Blogs are served well as a tool for communication with the tutor, and there were frequent peer-peer communications. However, analysis of patterns of interaction showed that blogs were not well used as a communication tool for interactions with student peers. Students were also uncomfortable expressing their feelings or opinions about the course, in such a public forum as a blog. Better strategies are needed to encourage students to engage in a collaborative culture. (www.dur.ac.uk/resources/.../PublicationsALT-CEdinburghCHAN.doc)

**CAN BLOGGING MAKE YOU HAPPIER**

John M. Grohol, 2009 administered a 43-item self-report survey to 596 college students. The college students were young adults who had blogging experience, and specifically with blogging for the purpose of keeping a personal journal. The researchers found support for deeper self-disclosure from bloggers resulting in a range of better social connections. These included things such as a sense of greater social integration, connection towards society and their own community of friends and others; it also shows an increase in social bonding and social bridging thus increasing the connectedness with people who might be from outside the typical social network. It was also hypothesized and found support from the data that when these kinds of social connections increase or grow deeper through blogging, a person will also feel a greater subjective sense of well-being or happiness.
This research is consistent with prior research on personal writing and finds that when people share their innermost thoughts of their moods or feelings with others through writing, they may gain greater social support and improve their social relationships and feelings of connectedness. There aren't lot of research into blogging, so this study is a valuable contribution to one's knowledge and understanding of their behavior.

The researchers also reminded that since most people who read personal blogs are a person's own friends and family, it's likely that self-disclosure on those blogs will help them to improve their existing relationships. Blogging not only diminish or interfere with existing social relationships, the researchers argue, it also enhances them and has the ability to actually improve them. Those people who share their feelings and thoughts consistently over time seem to get more from the groups than those who only use them as a social group.

CONTENT CREATION ONLINE

In a national phone survey between March 12 and May 20, 2003, the Pew Internet & American Life Project found that more than 53 million American adults or 44% of adult Internet users have used the Internet to publish their thoughts, respond to others, post pictures, share files and otherwise contribute to the explosion of content available online. 21% of Internet users say they have posted photographs to Web sites. 13% of Internet users maintain their own Web sites. Around 7% have Web cams running on their computers that allow other Internet users to see live pictures of them and their surroundings.

According to the phone survey 2% of adult Internet users maintain web diaries or web blogs. In other phone surveys prior to this one, and one more recently fielded in early 2004, it was heard that between 2% and 7% of adult Internet users have created diaries or blogs. In this survey it was found that 11% of Internet users have read the blogs or diaries of other Internet users. About a third of these blog visitors have posted material on the blog. Most of those who do contribute material are not constantly updating or freshening content. Rather, they occasionally add to the material they have posted, created, or shared. (Amanda Lenhart, Deborah Fallows, John Horrigan, 2004).
BLOGGING IS BRINGING NEW VOICES TO THE ONLINE WORLD

A telephone survey of nationally representative sample of bloggers has found that blogging is inspiring a new group of writers and creators to share their voices with the world. It is said that 54% of the bloggers have never published their writing or media creations anywhere else and 44% have published elsewhere. While, generally youthful, these writers otherwise represent a broad demographic spectrum of people who cite variety of topics and motives for their blogging. 8% of internet users, or about 12 million American adults, maintain a blog. 39% of internet users, or about 57 million American adults, read blogs. (www.pewinternet.org, 2006).

ENTERING THE BLOGOSPHERE: SOME STRATEGIES FOR USING BLOGS IN SOCIAL RESEARCH

Since 1999 blogs have become a significant feature of online culture. They have been heralded as the new guardians of democracy, a revolutionary form of bottom-up news production and a new way of constructing self and doing community in late-modern times. This article highlights the significance of the blogosphere as a new addition to the qualitative researcher’s toolkit and some of the practical, theoretical and methodological issues that arise from this. Some of the key ethical issues involved in blog data collection were also considered. The research context is a project on everyday understandings and experiences of morality. (Nicholas Hookway, 2008).

INFORMATION HUB BLOGS

Blogging has become an important activity on the web as number of web blogs is growing extremely fast, and thus this phenomenon cannot be ignored. The study monitors a set of blogs for a two-month period in September-October 2003 and characterizes these blogs based on descriptive statistics and content analysis. A set of ‘topic-oriented’ blogs, i.e. blogs whose purpose is to convey professional information were selected. The findings show that most of these blogs are excellent information hubs, i.e. provide short summaries sometimes with a personal touch with links to further information on major issues related to the topic of the blog. (Judit Bar-Ilan, 2005)
THE NEW STUDENT-TEACHER CHANNEL

A host of new technologies has sparked an age of inexpensive, effortless, and universal web access in the classroom, while wireless devices and protocols have steadily moved downstream and down the socioeconomic ladder. With this incredible availability, educators and learners are brought together in common effective, intellectual, and pedagogical planes that have never existed before. Blogging, of course, is one of the web’s more recent developments. Consisting largely of personal commentary, blogs are available to anyone with Internet access. Once posted online, practically anyone is free to post a response to the blogger. Although blogs are often confused with listservs, threads, and bulletin boards, blogging software offers more control over the path of the Internet dialog, and it is this distinction that has exponentially driven blog popularity. It is no surprise that educators have begun to consider blogging for classroom purposes. Some believe that the blogs open an avenue of student self-disclosure that was previously inaccessible, and many argue that self-disclosure is an underutilized tool in the repertoire of most modern educators. The article discusses that blogging is as an incredible tool to generate self-disclosure between educator and student. (Harper, Vernon B, 2005).

THE IMPACT OF BLOGS ON STUDENT PERCEPTIONS TOWARD SOCIAL INTERACTION AND LEARNING SATISFACTION IN BLENDED LEARNING

Social theories of learning argue that people learn through participation in activities. While there is recognition of the enabling role of information technologies in education, scholars have suggested that more research should explore the relationship between media and the socio-cultural construction of knowledge. The study examines how blogs, a recent genre of social software, may support learning and social interaction in blended learning environments. Analysis of quantitative and qualitative data from 28 undergraduate students revealed the importance of interactivity for student satisfaction in blended learning. Furthermore, blogging was found to be an effective tool for class interactions that reach beyond the classroom, augmenting knowledge creation, and supporting the development of communities. (Yi-Mei Lin, Mark van’t Hooft, 2008).
CREDIBILITY AND THE USES OF BLOGS AMONG PROFESSIONALS IN THE COMMUNICATION INDUSTRY

The study examines use, credibility, and impact on the communication industry of blogs as seen by professional journalists and public relations practitioners. Using an online survey with the uses and gratifications perspective, the study used factor analysis to reveal simplistic blog use categorizations as being either interactive or non-interactive. Results also indicate that those who are labeled high users in both factors assign more credibility to the medium. Differences between journalism and public relations professionals were examined. (Kaye D. Swetser Trammell, Lance V. Porter, Deborah Soun Chung and Eunseong Kim, 2008)

REVISITING THE ISSUE OF BLOG CREDIBILITY: A NATIONAL SURVEY

The study investigates the relationship between credibility, third-person effect, and blog use. Through a national phone survey (N = 575), researchers found support for all hypotheses. While credibility was neutral overall, blog authors assessed blogs as being more credible than non-bloggers, and credibility correlated with likelihood to act (behavior). Third-person effect was found in reference to blogs and it correlated with blog credibility and likelihood to act. (Stephen Banning, Bradley and Kaye Trammell, 2007).

USES AND GRATIFICATIONS IN THE BLOGOSPHERE: IDENTIFYING MOTIVES, ANTECEDENTS, AND OUTCOMES OF WEBLOG

Initial studies on weblogs have considered their influence on social, business, and political institutions; however the motives and antecedents that lead individuals to blog, as well as the outcomes associated with blog use should also be investigated. The study surveyed 228 college students to identify the uses and gratifications associated with blog use. Comparisons were also made between bloggers and non-bloggers to identify differences in their patterns of Internet use. (Trent Seltzer and Michael Mitrook, 2007)

BLOGS IN THE MEDIA CONVERSATION: THE KNOWLEDGE FACTOR IN THE DIFFUSION PROCESS

A content analysis of 1,168 stories in seven media outlets found blogs first mentioned in 2000. The number of stories mentioned in blogs tripled every year until
2004. The study concluded that media provided knowledge about blogs as an innovation, consistent with the first step identified by Rogers in the innovation-decision process. Qualitative analysis revealed media generally discussed blogging in positive terms. (Nanette Hogg, Carol Lomicky, Ruth Brown 2007)

**PIONEERS IN THE BLOGOSPHERE: PROFILING THE EARLY ADOPTERS OF WEBLOGS**

Blogs are increasing in their use, visibility, and impact. Using the Innovation Diffusion Theory literature as a theoretical framework, a secondary analysis of data gathered by the Pew Internet and American Life Project indicated that there are significant differences between adopters and non-adopters of weblogs in terms of demographic profile, innovativeness, use of other new communication technologies, and Internet use. (Byeng-Hee Chang and Trent Seltz, 2007)

**A STUDY OF BLOG SEARCH**

The study presents an analysis of a large blog search engine query log, exploring number of angles such as query intent, query topics, and user sessions. The results show that blog searches have different intents than general web searches suggesting that the primary targets of blog searchers are tracking references to name entities, and locate blogs by theme. In terms of interest areas, blog searchers are on average, more engaged in technology, entertainment, and politics than web searchers with a particular interest in current events. The user behavior observed is similar to that in general web search in short sessions. (Gilad Mishne, Maarten de Rijke, 2006).

**WAG THE BLOG: HOW RELIANCE ON TRADITIONAL MEDIA AND THE INTERNET INFLUENCE PERCEPTIONS OF WEBLOGS AMONG BLOG USERS**

The study surveyed blog online users to investigate how credible the blogs are when compared to traditional media as well as other online sources. This study also explores the degree to which reliance on weblogs as well as traditional and online media sources predict of weblogs after controlling for demographic and political factors. Weblog users judged blogs as highly credible more credible than the traditional sources. It was noted that however, traditional sources were moderately credible. Weblog users rated blogs higher on depth of information. (Thomas J. Johnson & Barbara K. Kaye, 2007).
ASSESSING CREDIBILITY OF WEBLOGS

Credibility is a perceived quality and is evaluated with at least two major components, trustworthiness and expertise. Weblogs are potentially fruitful genre exploring the credibility assessment due to public disclosure of information that might reveal trustworthiness and expertise by bloggers and availability of audience evaluations. The objectives of the planned exploratory study are to compile a list of factors that users take into account in credibility assessment of blog sites, order them in terms of users perceived importance and determine which factors can be recognized and evaluated with Natural Language Processing (NLP) techniques. With partial automation in mind, analytical framework was taken for blog credibility assessment based on four profile factors such as the blogger’s expertise and the amount of offline identity disclosure, the blogger’s trustworthiness (or the overtly stated value system including beliefs, goals, and values), information quality, and appeals of a personal nature. The study also combines a qualitative study of credibility judgments of blog-readers with NLP-based analysis of blogs. (Victoria L. Rubin and Elizabeth D. Liddy, 2006).

SOCIAL NETWORKS MAY SUBVERT 'DIGITAL DIVIDE

Social networks like Facebook and MySpace have reputations as time-consuming procrastination tools, but a new study from the University of Minnesota says social networks build beneficial technological, creative, and communication skills. Data from the study came from teenager’s ages ranging from 16 to 18 in about a dozen urban high schools in the Midwest. Students are developing a positive attitude towards using technology systems, editing and customizing content and thinking about online design and layout. They are also sharing creative original work like poetry and film and practicing safe and responsible use of information and technology.

As an added bonus, social networks may be part of the reason that low-income students are technologically proficient as their peers, with the contradicting parts of a 2005 Pew study that detailed an economic digital divide. According to the new study, 94 percent of students use the Internet, 82 percent use it at home, and 77 percent have social networking profiles. The digital divide, obviously, goes far beyond Facebook profiles, and social networks come with a whole host of new problems like cyber bullying, but at least there are signs that it could be leveling the playing field a bit. (Caroline McCarthy, 2008).
2.2 STUDIES RELATED TO PSYCHOLOGICAL ASPECTS OF BLOGGING

BLOGGING BOOSTS SOCIAL LIFE

Claudine Ryan, 2008 in the research study found that after two months of regular blogging, people felt they had better social support and friendship networks than those who did not blog. Researchers investigated the psychological benefits of blogging, regularly updating personal web pages with information that invites others to comment. Blogging make one feel less isolated, more connected to a community and more satisfied with friendships both online and face-to-face. The first, published in the latest issue of the journal Cyber Psychology and Behaviour, compares the mental health of people intending to blog with that of people not planning to blog.

A total sample of 134 completed questionnaire shows that 84 intended to blog and 50 did not. They were also more likely to use venting or expressing the emotions as a way of coping. The researchers sent cut questionnaires to the same group of My Space users and 59 responded. Bloggers reported a greater sense of belonging to a group of like-minded people and feeling more confident they could rely on others for help. All respondents, whether they blogged or not, reported that they are feeling less anxious, depressed and stressed after two months of online social networking.

PSYCHOLOGICAL AND SOCIAL INFLUENCES ON BLOG WRITING

A questionnaire survey was conducted of personal blog authors (N=1,434) and examined two hypothesized models using structural equation modeling to clarify the psychological and social process associated why authors continue to write their blogs. It was confirmed that being satisfied with benefits to self, relationships with others, and skill in handling information had significant positive effects on the intention to continue blog writing. The psychological traits of private self-consciousness, reassurance-seeking, and information need were hypothesized to be effective in establishing consciousness of the benefits, these also had significant positive effects. In contrast, only positive feedback had a significant influence on satisfaction related to information handling skill, whereas both negative and positive feedback had significant influences on satisfaction related to information handling skill. This suggests that communication with readers who gave positive feedback strongly encouraged blog authors to continue writing. (Miura, A., & Yamashita, K., 2007)
PERSONALITY PREDICTORS OF BLOGGING

The Big Five personality inventory measures personality based on five key traits such as Neuroticism, Extraversion, Agreeableness, Openness to experience and Conscientiousness. Individual differences on the Big Five factors is associated with different types of Internet usage, for example, a prolific daily blogger versus a lurker (a person who reads discussions on a message board, blog, chat room, or other interactive system, but rarely participates). According to the study people who are high in openness to new experience (both men and women) and high in neuroticism (women) are likely to be bloggers. Women who are high in neuroticism are more likely to be bloggers as compared to those low in neuroticism. There was no such difference for men. These results indicate that personality factors impact the likelihood of being a blogger and have implications in understanding the blogs. It makes sense that people who are curious and appreciate towards various ideas are likely to blog, but the findings about women are less obvious. Blog content analysis would be interesting to see as well, but that would take a long time. It is still too early to make any definitive conclusions until one sees more studies assessing the association between personality and blogging. (Rosanna E. Guadagno, Bradley M. Okdiea and Cassie A. Enoa, 2008).

John M Grohol 2008, in a recent study has found that Wikipedia members score lower on traits of agreeableness, conscientiousness and openness to experience. Wikipedia has long been touted as a transparent anyone-can-edit encyclopedia of the world’s knowledge. One might theorize that in order to produce a successful and accurate encyclopedia in this manner, members would have to be, to a certain degree, more agreeable and conscientious than those who don’t choose to edit it. The study recruited 139 people online, of which 69 were active Wikipedia members. Men comprised 85.5% of the Wikipedia members and women, 14.5%.

Participants were administered two questionnaires, which tests the “big five” personality traits such as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism which asks questions focusing on the ease with which participants opened up to their online friends when compared to their offline friends. Confirming their primary hypothesis, the researchers found that Wikipedia members feel
more comfortable expressing themselves online than they do offline. The researchers also found Wikipedia members scored significantly lower on the traits of openness, agreeableness, and conscientiousness. It may be that the prosocial behavior apparent in wikipedia is primarily connected to egocentric motives, such as personal expression, raising self-confidence, and group identification, motives which are not associated with high levels of agreeableness. Another interesting result was that the significant difference was found between Wikipedia members and non-Wikipedia members in the openness trait. This reflects the fact that contributing to Wikipedia serves mainly egocentric motives. In other words, even though the end result of Wikipedia is a transparent and largely democratic process, people who edit it may do as much for the group’s overall betterment as for their own ego strokes.

The study also found that women Wikipedia members scored significantly lower on the extroversion scale than non-members, suggesting women Wikipedia members are more introverted than others. The researchers suggested that perhaps women use the Internet more as a compensative tool than men. These results are fairly interesting, but come from a fairly small study and would have to be confirmed by future research.

PSYCHOLOGICAL PREDICTORS OF INTERNET SOCIAL COMMUNICATION

The study investigated the relationship of traditional social behavior to social communication via Internet in a completely wired campus where every professor uses computers in classroom teaching, each residence is wired to the Internet, and every student is issued a laptop computer. It has been suggested that shy and socially isolated individuals communicate more on the Internet because it provides some protection from social anxiety. However, little research has empirically tested this assumption. In line with social network theory, it was proposed, that an online social communication would complement or supplement the uses of face-to-face social contact resulting in a positive association between the two forms of social behaviors. The frequency and intimacy of traditional social behaviors, sociability, and shyness in 115 undergraduates (52 male, 63 female) was assessed. These variables were then used to predict the frequency and intimacy of Internet social communication. Sociability and the frequency of traditional social behaviors were positively associated with the frequency of Internet social
communication. The intimacy of traditional social behaviors was positively associated with the intimacy of internet social communication. Overall, the findings support the implications of social network theory in the online social communication appeared to complement or be an extension of traditional social behavior rather than being a compensatory medium for shy and socially anxious individuals. With relation to uses and gratifications theory, however, shyness was associated with increased intimate socializing over the Internet, indicating that traditional and Internet communication are not functionally equivalent. (Birnie SA., & Peter Hovarth 2002)

PERSONALITY CHARACTERISTICS OF WIKIPEDIA MEMBERS

This article focuses on the Wikipedians (Wikipedia users) personality characteristics, studying Wikipedians’ conceptions of Real-Me and BFI dimensions. To survey these aspects, two online web questionnaires were posted with links, one was targeted at wikipedian’s and the second to non-wikipedia users. One hundred and thirty-nine subjects participated in the study, of which 69 were active wikipedia members. It was found that wikipedia members locate their real me on the Internet more frequently as compared to non-wikipedia members. Variance analysis revealed significant differences between wikipedia members and non-wikipedia members in agreeableness, openness and conscientiousness was lower for the wikipedia members. An interaction was found between wikipedia membership and gender. Introverted women were more likely to be wikipedia members as compared with extroverted women. The results of this study are discussed with special emphasis on the understanding of the motivators of wikipedia members. (Yair Amichai, 2008)

GENERAL INTERNET USE

The Big Five personality factors are giving a general description of people's personality while internet affinity is a term to describe how much people are emotionally attached to the internet while using it. Since almost everyone today is using the internet and people are using it for different reasons, it can be said that personality is influencing the internet use. The study investigates the relationship between internet affinity and the Big Five personality factors. 300 medical students filled out questionnaires connected to Internet affinity and the brief 44-items Big Five Inventory (John, 1990). The sample
consisted of 150 Hungarian (75 males and 75 females) and 150 Israeli (75 males and 75 females) medical students. Only Extraversion and Neuroticism was significantly related to Internet affinity in the Israeli sample but not in the Hungarian sample. The results suggest that personality factors have an effect on internet use. (www.ispub.com/...internet../comparing_internet_affinity_and_the_big_five).

2.3 SUMMARY

A perusal of the research studies related to the topic of the present study has provided much relevant information regarding to the personal and psychological factors which generally have significant influence on blogging, thus enabling the investigator to conceptualize the present study and evolve the research design.